

**CLAIMS:**

1. A speech control unit for controlling an apparatus on basis of speech, comprising:
  - a microphone array, comprising multiple microphones for receiving respective audio signals;
  - 5 - a beam forming module for extracting a speech signal of a user, from the audio signals as received by the microphones, by means of enhancing first components of the audio signals which represent an utterance originating from a first orientation of the user relative to the microphone array; and
    - a speech recognition unit for creating an instruction for the apparatus based
- 10 on recognized speech items of the speech signal, characterized in comprising a keyword recognition system for recognition of a predetermined keyword that is spoken by the user and which is represented by a particular audio signal and the speech control unit being arranged to control the beam forming module, on basis of the recognition of the predetermined keyword, in order to enhance second components of the audio signals which represent a subsequent utterance originating from a second orientation of the user relative to the microphone array.
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2. A speech control unit as claimed in claim 1, characterized in that the keyword recognition system is arranged to recognize the predetermined keyword that is spoken by another user and the speech control unit being arranged to control the beam forming module, on basis of this recognition, in order to enhance third components of the audio signals which represent another utterance originating from a third orientation of the other user relative to the microphone array.
- 25 3. A speech control unit as claimed in claim 1, characterized in that a first one of the microphones of the microphone array is arranged to provide the particular audio signal to the keyword recognition system.

4. A speech control unit as claimed in claim 1, characterized in that the beam forming module is arranged to determine a first position of the user relative to the microphone array.

5 5. An apparatus comprising:

- a speech control unit for controlling the apparatus on basis of speech as claimed in claim 1; and
- processing means for execution of the instruction being created by the speech control unit.

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6. An apparatus as claimed in claim 5, characterized in being arranged to show that the predetermined keyword has been recognized.

15 7. An apparatus as claimed in claim 6, characterized in comprising audio generating means for generating an audio signal in order to show that the predetermined keyword has been recognized.

8. A consumer electronics system comprising the apparatus as claimed in claim 5.

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9. A method of controlling an apparatus on basis of speech, comprising:

- receiving respective audio signals by means of a microphone array, comprising multiple microphones;
- extracting a speech signal of a user, from the audio signals as received by the microphones, by means of enhancing first components of the audio signals which represent an utterance originating from a first orientation of the user relative to the microphone array; and

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- creating an instruction for the apparatus based on recognized speech items of the speech signal, characterized in comprising recognition of a predetermined keyword that is spoken by the user based on a particular audio signal and controlling the extraction of the speech signal of the user, on basis of the recognition, in order to enhance second components of the audio signals which represent a subsequent utterance originating from a second orientation of the user relative to the microphone array.